

BRS Laser Videodisc Technology

FACT SHEET



1290 AVENUE OF
THE AMERICAS
SUITE 1200
NEW YORK, NY 10104
(212) 333-7660

BRS Laser Videodisc Technology Integrates Hardware, Software, and Databases

HARDWARE

- BRS has cooperative agreements with the leading laser videodisc hardware manufacturers, LaserData, Inc. and Reference Technology Inc., to develop and market laser videodisc technology.

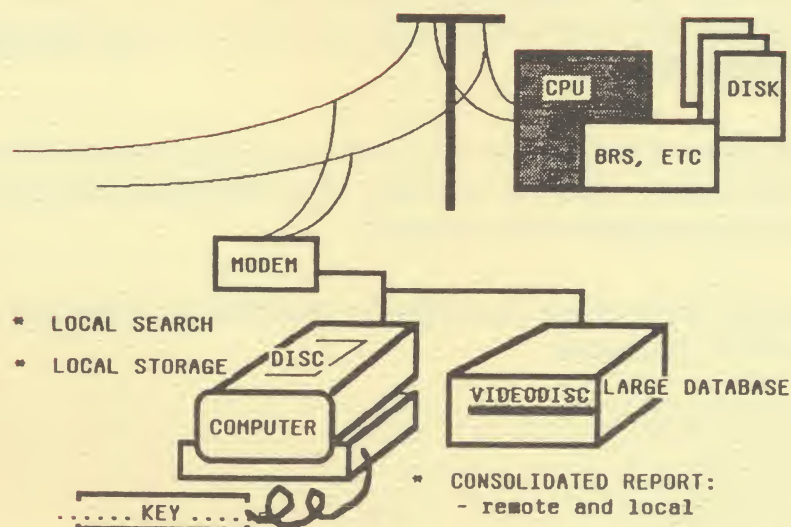
SOFTWARE

- BRS/SEARCH® Software (for UNIX* or VMS**) provides complete search and retrieval capabilities for either mainframe, mini- or micro-computer based databases. Customers search laser videodiscs using exactly the same search techniques regardless of hardware type.
- BRS conversion software prepares databases for laser videodisc premastering.

DATABASES

- BRS has a proven and successful eight-year history in the acquisition, design, production, and distribution of electronic databases, which provides unique capabilities for laser videodisc integration.
- BRS will define and load databases for laser videodisc premastering whether or not they are currently available on BRS.

DISTRIBUTED PROCESSING



BRS LASER VIDEODISC HISTORY

- Supported efforts to develop laser videodisc storage technology since Fall 1982.
- Initiated cooperative product development and marketing arrangements with laser videodisc pioneers — LaserData, Inc. and Reference Technology Inc.
- Promoted laser videodisc technology to information industry.
- Developed first laser videodisc prototypes integrating software, hardware, and databases for demonstration to information industry.
- Committed to product development and marketing of laser videodisc technology through expansion of corporate managerial staff.

BRS LASER VIDEODISC PHILOSOPHY

- Adoption of laser videodisc technology reflects our innovative perspective on new technical opportunities in the information marketplace.
- Laser videodiscs provide an opportunity to enhance information distribution to existing customers and to develop additional market segments.
- Strategic marketing will identify key laser videodisc customer segments.
- New and enhanced partnerships will be developed to take advantage of market opportunities.
- Maintain an online database service which provides time-sensitive information to supplement laser videodisc content, and provides sources of additional information for comprehensive retrieval.
- Laser videodisc technology provides an additional distribution mechanism for BRS/SEARCH[®] Software.

LASER VIDEODISC CHARACTERISTICS

- Mass Storage (presently 1 gigabyte/side)
- Error Free Data Storage
- Read Only Memory
- Distributed Like Books and Records
- Integrates Software, Equipment, Data, and Skill

BRS is bringing the database distribution experience, management, systems expertise and financial resources together to develop, produce, market and distribute laser videodiscs. We are uniquely positioned to be the premier integrator of hardware, software and databases for laser videodisc technology.

**FOR MORE INFORMATION
PLEASE CONTACT BRS**

Ms. Jane E. Brown
Director of Business Development
BRS
1290 Avenue of the Americas
Suite 1200
New York, NY 10104
212-333-7660

- ® BRS/SEARCH® is a registered trademark of BRS, a division of Thyssen-Bornemisza Inc.
- UNIX is a trademark of AT&T Bell Laboratories.
- VMS is a trademark of Digital Equipment Corporation.

